

11/13/12 West End Board Meeting

Present: Susan Morris, Kevin Nunley, Kristi Marion, Dan & Kathy McLaughlin, Stan Hill, Frank Johnson, Michael Klotz.

Vice President, Susan Morris, presided in Mark Lively's absence.

Approval of Minutes: The board approved the minutes for the September and October meetings.

Holiday Home Tour Update:

- There are 9 locations on the home tour this year, 6 homes and 3 businesses.
- Banners and posters are at the printer and should be completed very soon, end of this week or beginning of next. Volunteers are needed to hang signs around town.
- Old Winston Social Club will be hosting the start of the tour, as well as the party following the tour. Neighbors are asked to bring a pot lunch item. Food from Camino bakery and Dinners on the Porch will also be available. This will double as our West End Winter gathering.
- Mozelle's, Filling Station and Burke Street Pizza are offering a 15% discount to those who show a home tour ticket stub.
- There will be free carriage rides for Tour ticket holders from Camel City Carriage
- Tickets are available now online, and will be available at Whole Foods, Old Winston Social Club, and Re-tale soon.
- Tickets are \$12 in advance, \$15 at the door- or \$12 with a food donation of 3 cans of food
- Estimate 300 tickets to be sold.
- Banners will be used in the Jaycees holiday parade. Julia Toone has registered the West End.

WEA Membership Drive 2013

We will start recruiting members for the 2013 membership drive in December

- Print Membership cards for 2013
- Locate decals for new members until they are gone, or have more printed.

Thank you SO much to the Home Tour Organizers. You all have done an exceptional job!

Broken West End Signs:

The West End Sign at the corner of Chatham and West End Blvd has been missing for over two years, and the pole remains at an angle as if it was hit by a vehicle.

- A second sign at the corner of Glade and Hawthorne is in need of repair.
- Susan e-mailed David Elam to find out information about the company who makes the signs so that new signs can be ordered, with at least two in reserve
- Once we have the signs in place, the city will install them.
- It was discussed that signs may be placed more strategically so that they are less likely

to be damaged by cars. The city owns the area/land between the street and sidewalk so this may be our only option.

West End Web site:

Updates and revisions need to be done to the West End Web site. Stan Hill suggested a meeting to discuss the focus of the Web site before hiring a designer. (Should it inform current neighbors, attract new people to the neighborhood, encourage membership, etc) The focus of the site will drive the direction of design.

-A separate meeting of board members should be held for this focus, possibly at 6:30 before the December meeting. Board members will also be able to give input on the Board listserv if they are unable to attend the meeting.

-The goal will be to have the new Web site up by the annual meeting in February.

Sponsorship of High School Bands for Holiday Parades

Susan Morris asked the board if they would be willing to make an honorarium donation to the WS/FC bands who are participating in the holiday parade. All eleven high schools are performing and the Jaycees have organized an honorarium that will be distributed evenly between each of the schools. Members of the W-S Neighborhood Alliance we approached to have these donations come from area neighborhoods. The West End is not sponsoring a school in particular, but donating to the pool of funds that will be evenly distributed to all eleven schools. This was announced in an e-mail to the board two weeks before the WEA meeting and was approved by Board members at the November meeting. (Thank you)

Recruitment of New Board Members for the Annual Meeting

We will send out a call for interest in joining the West End Board in the December and January Newsletters. A list of the potential Board members will be listed in the February newsletter so that people will know who to vote for.

-Board Members who are up for reelection are Mark Lively, Susan Morris, Stan Hill, Sarah Williamson.

-Susan Morris announced that she will be leaving the board; her spot will be available.

West End Newsletter:

-Kristi and Neil Marion have volunteered to design the West End Newsletter for December to ensure that it is distributed by the first weekend in December. Content was distributed by board members and will be to Kristi as soon as possible. The goal is to get the newsletter to the printer by November 26th, printed November 27th and distributed to delivers for a December 1 drop. If you have content that you need to have added to the December newsletter, please send it to kristimarion@att.net no later than Friday.

-Home Tour Content- including invitation to Holiday social after the Home tour at OWSC (KM), Thank you list of Home Tour Sponsors (KM), Call for Board members (SM), Holiday Links for Mail/Newspaper- safety tips were in Nov. newsletter (SM), LRB Santa

in the park (SM), Call for 2013 Membership (SM), December Guest Speaker: John Reece II from Commercial Realty Advisors will discuss his proposal for a building project at the corner of Broad and Fourth streets. (No other details at this time.) (SM)

Thank you and we look forward to seeing you at the home tour on December 9th.